

“My Upgraded World” Guidelines

October 2022

Share your story—add your voice to the movement for a safe, inclusive, and prosperous future for all.
Why? Because your voice is crucial to ensure we are heard by decision-makers around the world.

Next month, politicians from all over the world will meet in Egypt at COP 27 to discuss our common future. But what about us? We also deserve to have a say in creating a better world. So, let's make ourselves heard!

Tell us: what do you want the future for you and future generations to look like? What does your upgraded world look like?

Share your story

There are two ways you can participate:

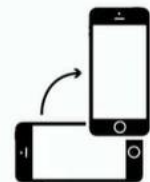
1. Send us a photo, with a short story (60 to 100 words) in English, Chinese, Hindi, Spanish, French, German, or Italian.
2. OR send us a < 30-second video in English, Chinese, Hindi, Spanish, French, German, Italian.

Submit a photo and paragraph OR record a video using the following structure:

- What is your name, age, and what country are you from?
- What do you want the future for you and future generations to look like? What does your upgraded world look like? Please use the phrase, “My upgraded world is a world with / where ...”. Talk from your heart and your personal experience.

Send your stories to info@earth4all.life, including your social media or organisation name if you'd like to be recognised. We will share on our social media channels and tag you to amplify your message. Please also share on your own social media channels using the hashtag #Earth4All and #MyUpgradedWorld.

Technical tips:



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- Find a well-lit area. If you are filming a video, ensure your environment does not have any background noises.
- If possible, avoid strong light sources behind you. Try to position your face so it is facing towards a light source, such as a window or light fixture.
- Set your camera or phone in portrait mode (vertically)
- You can hold the phone in your hand or place it at eye level, ensuring you are clearly visible in the frame.
- If for any reason you prefer to remain anonymous, you don't need to show your face and can submit a fictional name. In that case, you can perhaps submit a photo or video of your feet walking, scenery in your city, or the back of yourself.

Important:

If you are helping someone else to share their story, please ensure they are aware of the purpose of Earth4All, that they provide free and informed consent, and they find it safe and useful (for them) that their story is told and amplified on our social channels. Also, allow them to use their own words and expressions, so that it is their true voice that is heard. By submitting a video, photo, or story you agree Earth4All may use distribute the video recording or materials on the Earth4All website or social media channels.

Examples (stories and imagery are fictional)



A 20-sec video from Vanessa

*My name is **Sarah**, I am a 25-year-old graphic designer from New York City. My upgraded world is a world with easy access to affordable education for all, where students are educated equally across the country, setting young adults up for successful and debt-free futures. #Earth4All #MyUpgradedWorld*



*My name is **James**, I am 21, and live in Monrovia, Liberia. My upgraded world is a world where forests are not destroyed, and where it is possible to live peacefully in small villages, like the one I had to leave. I wish for a day I could walk into that forest again, with my father and my kids. #Earth4All #MyUpgradedWorld*

*My name is **Katia**, I am 39 and I live in Rio de Janeiro, Brazil. My upgraded world is a world where you are able to pursue your dream whether or not your family is wealthy or of a certain status. #Earth4All #MyUpgradedWorld.*



What is Earth4All?

Earth4All is an international initiative to accelerate the systems-changes needed for an equitable future on a finite planet. Combining the best available science with new economic thinking, Earth4All has gathered researchers, economic thinkers and communicators to redesign a future for all. Earth4All proposes 5 extraordinary turnarounds that provide a systemic framework for a fair, just and affordable economic transformation:

- Ending **poverty** through, among other things, reform of the international financial system.
- Addressing gross **inequality**. The wealthiest 10% should take less than 40% of national incomes.
- Empowering **women** to achieve full gender equity by 2050.
- Transforming the **food** system to provide healthy diets for people and planet
- Transitioning to clean **energy** cutting fossil fuels and other greenhouse gases 50% every decade to reach net zero emissions by 2050.